

## **AMENDMENTS**

### **Amendments to the Claims:**

Please amend the claims according to the following listing of claims (with markings showing current changes).

### **Listing of Claims:**

1. (Currently Amended) A method for presenting information, comprising:  
collecting at a client information about a user, the information about the user including navigation behavior of the user, the navigation behavior being monitored at the client;  
transmitting via a network the collected information from the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile;  
receiving the content at the client via the network; and  
presenting the content to the user at the client.
2. (Currently Amended) The method of claim 1, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.
3. (Original) The method of claim 1, wherein the user profile of the user includes model-generated information.
4. (Original) The method of claim 1, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.

5. (Original) The method of claim 1, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
6. (Original) The method of claim 1, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
7. (Original) The method of claim 1, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the content is presented utilizing a second application hosted by the client.
8. (Currently Amended) A system for presenting information, comprising:  
a processor;  
logic that collects at a client information about a user, the information about the user including navigation behavior of the user, the navigation behavior being monitored at the client;  
logic that transmits via a network the collected information from the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile;  
logic that receives the content at the client via the network; and  
logic that presents the content to the user at the client.
9. (Currently Amended) The system of claim 8, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.
10. (Original) The system of claim 8, wherein the user profile of the user includes model-generated information.

11. (Original) The system of claim 8, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.
12. (Original) The system of claim 8, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
13. (Original) The system of claim 8, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
14. (Original) The system of claim 8, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the content is presented utilizing a second application hosted by the client.
15. (Currently Amended) A computer program product embodied on a computer readable medium for presenting information, comprising:  
computer code that collects at a client information about a user, the information about the user including navigation behavior of the user, the navigation behavior being monitored at the client;  
computer code that transmits via a network the collected information from the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile;  
computer code that receives the content at the client via the network; and  
computer code that presents the content to the user at the client.
16. (Currently Amended) The computer program product of claim 15, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of

domains visited by the user, number of pages viewed by the user and time spent by the user at a site.

17. (Original) The computer program product of claim 15, wherein the user profile of the user includes model-generated information.
18. (Original) The computer program product of claim 15, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.
19. (Original) The computer program product of claim 15, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
20. (Original) The computer program product of claim 15, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
21. (Original) The computer program product of claim 15, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the content is presented utilizing a second application hosted by the client.
22. (Currently Amended) A system for presenting information, comprising:  
means for collecting information about a user at a client, the information about the user including navigation behavior of the user, the navigation behavior being monitored at the client;  
means for transmitting via a network the collected information from the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile;  
means for receiving the content at the client via the network; and

means for presenting the content to the user at the client.

23. (Currently Amended) A method for presenting information, comprising:  
receiving utilizing a network information about a user collected at a client, the  
information about the user including information about a navigation behavior of  
the user, the information about the navigation behavior being monitored at the  
client;  
generating a user profile for the user based on the information;  
selecting content for presenting the user based on the user profile; and  
transmitting the content to the client via the network, wherein the content is presented to  
the user by the client.
24. (Currently Amended) The method of claim 23, wherein the information about the user  
includes information relating to network utilization behaviors and attributes of the user,  
and wherein the navigation behavior includes information of domains visited by the user,  
number of pages viewed by the user and time spent by the user at a site.
25. (Original) The method of claim 23, wherein the user profile of the user includes model-  
generated information.
26. (Original) The method of claim 23, wherein the content includes one or more rules for  
controlling the presentment of the content to the user at the client.
27. (Original) The method of claim 23, wherein the information transmitted to the location  
includes an identifier, and wherein at least a portion of the content is selected based on  
the identifier.
28. (Original) The method of claim 23, wherein a fee is generated when the content is  
selected, and wherein the fee is charged to a party associated with the selected content.

29. (Original) The method of claim 23, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the content is displayed utilizing a second application hosted by the client.
30. (Currently Amended) A system for presenting information, comprising:  
a processor;  
logic that receives utilizing a network information about a user collected at a client, the information about the user including information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client;  
logic that generates a user profile for the user based on the information;  
logic that selects content for presenting the user based on the user profile; and  
logic that transmits the content to the client via the network, wherein the content is presented to the user by the client.
31. (Currently Amended) The system of claim 30, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.
32. (Original) The system of claim 30, wherein the user profile of the user includes model-generated information.
33. (Original) The system of claim 30, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.
34. (Original) The system of claim 30, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.

35. (Original) The system of claim 30, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
36. (Original) The system of claim 30, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the content is displayed utilizing a second application hosted by the client.
37. (Currently Amended) A computer program product embodied on a computer readable medium for presenting information, comprising:  
computer code that receives utilizing a network information about a user collected at a client, the information about the user including information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client;  
computer code that generates a user profile for the user based on the information;  
computer code that selects content for presenting the user based on the user profile; and  
computer code that transmits the content to the client via the network, wherein the content is presented to the user by the client.
38. (Currently Amended) The computer program product of claim 37, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.
39. (Original) The computer program product of claim 37, wherein the user profile of the user includes model-generated information.
40. (Original) The computer program product of claim 37, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.

41. (Original) The computer program product of claim 37, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
42. (Original) The computer program product of claim 37, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
43. (Original) The computer program product of claim 37, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the content is displayed utilizing a second application hosted by the client.
44. (Currently Amended) A system for presenting information, comprising:  
means for receiving utilizing a network information about a user collected at a client, the information about the user including information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client;  
means for generating a user profile for the user based on the information;  
means for selecting content for presenting the user based on the user profile; and  
means for transmitting the content to the client via the network, wherein the content is presented to the user by the client.
45. (Currently Amended) A method for presenting information, comprising:  
collecting at a client information about a user, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the information includes information relating to network utilization behaviors and attributes of the user, ~~and~~ at least one identifier and the information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client by a second application on the client;



transmitting via a network the collected information from the client to a location for  
generating a user profile for the user based on the collected information, wherein  
the user profile of the user includes model-generated information, wherein content  
is selected for the user based on the generated user profile and at least a portion of  
the content is selected based on the at least one identifier, wherein the content  
includes one or more rules for controlling the presentment of the content to the  
user;  
receiving the content at the client via the network; and  
presenting the content to the user at the client in accordance with the one or more rules,  
wherein the content is presented utilizing a second application hosted by the client.

46. (Currently Amended) A system for presenting information, comprising:

a processor;

logic that collects at a client information about a user, wherein the user accesses sites  
coupled to the network utilizing a first application hosted by the client, and  
wherein the information includes information relating to network utilization  
behaviors and attributes of the user, ~~and~~ at least one identifier and the information  
about a navigation behavior of the user, the information about the navigation  
behavior being monitored at the client by a second application on the client;

logic that transmits via a network the collected information from the client to a location  
for generating a user profile for the user based on the collected information,  
wherein the user profile of the user includes model-generated information,  
wherein content is selected for the user based on the generated user profile and at  
least a portion of the content is selected based on the at least one identifier,  
wherein the content includes one or more rules for controlling the presentment of  
the content to the user;

logic that receives the content at the client via the network; and

logic that presents the content to the user at the client in accordance with the one or more  
rules, wherein the content is presented utilizing a second application hosted by the  
client.

47. (Currently Amended) A computer program product embodied on a computer readable medium for presenting information, comprising:  
computer code that collects at a client information about a user, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the information includes information relating to network utilization behaviors and attributes of the user, ~~and~~ at least one identifier and the information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client by a second application on the client;  
computer code that transmits via a network the collected information from the client to a location for generating a user profile for the user based on the collected information, wherein the user profile of the user includes model-generated information, wherein content is selected for the user based on the generated user profile and at least a portion of the content is selected based on the at least one identifier, wherein the content includes one or more rules for controlling the presentment of the content to the user;  
computer code that receives the content at the client via the network; and  
computer code that presents the content to the user at the client in accordance with the one or more rules, wherein the content is presented utilizing a second application hosted by the client.
48. (Currently Amended) A system for presenting information, comprising:  
means for collecting at a client information about a user, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the information includes information relating to network utilization behaviors and attributes of the user, ~~and~~ at least one identifier and the information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client by a second application on the client;  
means for transmitting via a network the collected information from the client to a location for generating a user profile for the user based on the collected

information, wherein the user profile of the user includes model-generated information, wherein content is selected for the user based on the generated user profile and at least a portion of the content is selected based on the at least one identifier, wherein the content includes one or more rules for controlling the presentment of the content to the user;

means for receiving the content at the client via the network; and

means for presenting the content to the user at the client in accordance with the one or more rules, wherein the content is presented utilizing a second application hosted by the client.